SPECIALIST TRACK: SELLING TO CORPORATE CLIENTS

Corporate buying map

Lesson: How companies buy events · about 15 minutes

Map how your target corporate clients buy, so you can reach every person who decides.

Your business (name, service, main city):

1. **Choose one current or target corporate client and name the person in each buying group role, or who it is likely to be.**

2. **For each role, write the one worry they have and the asset or message that answers it.**

3. **List the marketing asset you will use at each of the six stages of a corporate purchase. Which are missing?**

4. **Redesign one of your packages for a 150-person staff party within the CRA's $150 per person limit, including HST.**

5. **List your top five corporate clients or targets and the month their fiscal year ends, if you know it.**

Check: can you now

- Identify the six roles in a corporate buying group and what each needs from you
- Match your marketing assets to each stage of a corporate event purchase
- Design a quote that fits a company's budget cycle and the CRA's rule on employee social events

One change you will make this week